

# THE BLUE MOON

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## Kentucky Arts Council Announces a Stellar Lineup for the 2003 Governor's Awards in the Arts

Artists, philanthropists, leaders, educators, businesses, media, local governments and community organizations all have important roles in creating a thriving arts environment for Kentucky and making Kentucky known world wide as a culturally rich state. The Governor's Awards in the Arts, the Commonwealth's most prestigious awards in the arts, recognize those contributions through nine categories of awards. Governor Ernie Fletcher is pleased to announce the 2003 recipients, whose awards will be presented at a public ceremony on March 11, 2004 at 10:00 a.m. in the Capitol Rotunda, followed by a reception at 11:00 a.m.



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The Milner Award, named after the late B. Hudson Milner, a Louisville utilities executive and early chair of the Kentucky Commission for the Arts, is the first Governor's arts award and remains the highest honor. The 2003 Milner Award, which

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recognizes outstanding philanthropic, artistic or other contributions to the arts, goes to [Bill and Josephine D'Amato Richardson](#) of

Whitesburg. Josephine has chaired the Kentucky Arts Council, helped start the Governor's School for the Arts, and worked with numerous local and national arts organizations. Bill is an architect and designer of public spaces for the arts and is the founding director of [Appalshop](#), an internationally recognized media arts center.



[Bill and Josephine D'Amato Richardson](#)

The National Award honors a native son or daughter for achievement of national fame in the arts. The 2003 National Award proudly honors [The](#)

[Judd Family](#)--Naomi, Wynonna and Ashley, with roots running deep in Eastern Kentucky. Naomi is currently a panelist on the nationally broadcast television show Star Search and has recently

authored the New York Times best seller, Naomi's *Breakthrough Guide, 20 Choices to Transform Your Life*. Naomi and daughter Wynonna were a nationally recognized singing duo for many years and Wynonna has continued her successful music career on her own. The youngest daughter, Ashley, is a celebrated film and stage actress currently on Broadway in *Cat on a Hot Tin Roof*. Ashley has also been a dedicated supporter of the University of Kentucky.



[The Judd Family--Naomi, Wynonna and Ashley](#)

The Artist Award recognizes the outstanding lifetime achievements of a Kentucky artist. The 2003 Artist Award will be awarded to [Arturo](#)

[Alonzo Sandoval](#),

contemporary textile artist and University of Kentucky professor. Sandoval has twice received National Endowment for the Arts

fellowships; his artwork has been exhibited internationally and is in the permanent collection of such notable institutions as the Smithsonian National Art Museum, Washington, D.C, and New York's Museum of Modern Art.



[Arturo Alonzo Sandoval](#)

The Business Award pays tribute to a business in Kentucky that has shown an outstanding interest in and level of support of the arts. The 2003 Business Award recognizes the [Community](#)

[Trust Bank of Pikeville](#) for their generous corporate support for the arts, providing funding, business leadership and volunteer commitment to building strong communities Kentucky.



[Community Trust](#)  
[Bank of Pikeville](#)



The Community Arts Award is awarded to a Kentucky individual or organization that has demonstrated a positive impact in the community through the arts. The 2003 Community Arts Award recognizes the [Montgomery County Council for the Arts](#)

for excellence in developing multidisciplinary arts resources for the Gateway region of Kentucky. Programs and events include extensive arts education opportunities, visual arts exhibits, competitions, performing arts, cultural-diversity collaborations and community-development partnerships.



[Montgomery County Council for the Arts](#)

The Education Award is bestowed upon an individual or organization making significant contributions to arts in education. For 2003, Education Awards will go to both an individual and an organization. [Vernell Bennett](#), Kentucky State University professor and founding director of the early childhood music institute, Operation Half-Note, will receive the Education Award - Individual.



[Vernell Bennett](#)

### [Kentucky Shakespeare](#)

[Festival](#) will receive the Education Award - Organization. Based in Louisville, Kentucky Shakespeare Festival is a professional classical theatre company that provides Shakespearean performances and educational outreach programs across all of Kentucky's 120 counties.



[Kentucky Shakespeare Festival](#)

The Folk Heritage Award pays homage to the Kentuckian that has made an outstanding effort to perpetuate and promote Kentucky's unique artistic traditions. The 2003 Folk Heritage Award honors [Lestel Childress](#), a fifth generation traditional white oak basket maker from Park City, whose work represents the highest level of achievement of this unique regional art form, and whose baskets are sought after by collectors throughout the nation and the world.



[Lestel Childress](#)

The Government Award is reserved for leaders in government, government agencies or local governments that have demonstrated significant support for the arts through government action. The 2003 Government Award recognizes the work of the [City of Berea](#) in advancing



[City of Berea](#)

the development and promotion of long-term, community-based regional arts and tourism projects, including the Kentucky Artisan Center at Berea, the downtown Tourism Center with an

artisan gallery, a city signage program, a partnership with Berea College on the development of a scenic corridor along KY 595, and the provision of low-cost headquarters for the Kentucky Guild of Artists and Craftsmen.

The Media Award recognizes the Kentucky journalist or media organization that has demonstrated a specific commitment to bringing the value of the arts to the attention of the public.



[Business First of Louisville](#)

[Business First of Louisville](#), a business journal serving the business community in Kentucky, reports news of individual arts organizations and arts trends, profiles artists and arts leaders, promotes arts and cultural festivals, and fosters partnerships among business interests and the arts.

Full length feature articles about each of the award recipients can be found by visiting the Arts Council Web pages for the [Governor's Awards in the Arts](#) or by clicking on the individual recipient's name in the article above.

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## National Endowment Returns to Discipline Based Grants



The National Endowment for the Arts' FY 2005 Grants for Arts Projects (GAP) guidelines are available exclusively online for the first time. Grants for Arts Projects supports exemplary projects in dance, design, folk and traditional arts, literature, local arts agencies, media arts, museums, music, musical theater, opera, presenting, theater, visual arts and multidisciplinary art forms. The guidelines have returned to a discipline orientation, with each discipline offering granting opportunities in the following categories: Access to Artistic Excellence, Challenge America Fast-Track Review Grants, and Learning in the Arts for Children and Youth. For more information and the guidelines, go to [www.arts.gov/grants/apply/GAP05/](http://www.arts.gov/grants/apply/GAP05/)

## President Bush Requests \$18 Million Budget Increase for National Endowment for the Arts

*Laura Bush Announces Increase to Fund New American Masterpieces Initiative*

Laura Bush announced recently that President George W. Bush is requesting an \$18 million budget increase for the National Endowment for the Arts in order to fund a major new initiative, **American Masterpieces: Three Centuries of Artistic Genius**. This ambitious three-year program will combine arts



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presentations with education programming to introduce Americans to the best of their cultural and artistic legacy. American Masterpieces will sponsor presentations of the great American works across all art forms, and will reach large and small communities in all 50 states.

The President's request would raise the Arts Endowment's budget by \$18 million from \$121 million in FY 2004 to \$139.4 million, the largest increase since 1984. Fifteen million dollars of the increase would fund the American Masterpieces initiative, with the remainder going toward other grantmaking and administrative costs. The new budget also includes more than \$53 million in support for state arts organizations and underserved local communities.

"American Masterpieces is the most ambitious undertaking in the NEA's history. It will encompass multiple art forms and will reach hundreds of cities, large and small, across all 50 states, as well as thousands of schools and dozens of military bases," said National Endowment for the Arts Chairman Dana Gioia. "We will bring the masterpieces of American culture from painting to modern dance, theater to jazz, classical music to literature."

American Masterpieces: Three Centuries of Genius will consist of three components--touring, local presentations, and arts education. The initiative will travel to all 50 states and will highlight dance, visual arts and music in its first year.

For more information visit the [NEA Web site](#).

View a complete [NEA funding history](#).

## National Arts Advocacy Day Conference Will Take Place March 29-31, 2004

This past year, arts advocates succeeded in securing increased funding for both the National Endowment for the Arts and the National Endowment for the Humanities, as well





as increased funding for programs within the U.S. Department of Education. Arts Advocacy Day is strategically timed to give grassroots advocates the opportunity to shape federal arts policy and educate members of Congress.

Arts Advocacy Day is held in conjunction with the Congressional Arts Caucus, and many members of Congress will be involved in the day's events. Additionally, more than 65 national arts, humanities, educational and civic organizations co-sponsor this event each year.

For more information about the conference or any of [Americans for the Arts](#) programs and services, please contact them at 202-371-2830 or by e-mail [events@artsusa.org](mailto:events@artsusa.org).

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## Arts Council News

### Welcome Secretary Host

Under the new organizational structure, the Kentucky Arts Council is now a part of the newly formed Commerce Cabinet. Governor Ernie Fletcher announced before his inauguration that W. James (Jim) Host would serve as Secretary of Commerce.

Host, at age 29, became the youngest person to serve in Governor Louie Nunn's cabinet as the Commissioner of Public Information in 1967, and began his career in sports marketing and association management in 1972 with the formation of Jim Host & Associates in Lexington. The Company was renamed Host Communications, Inc (HOST) in 1982.

Since 1975, HOST has represented the NCAA and created the NCAA Corporate Partner Program in 1985, becoming the first affinity marketing effort in college sports.



*W. James Host,  
Secretary of  
Commerce.*



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"Governor Fletcher and I share the common goal of making our state more business friendly," said Jim Host. "I look forward to working with this administration because I know that they have what it takes to keep and attract quality jobs and business to Kentucky." Host has served on numerous other professional, civic and charitable boards of directors, including the National Basketball Hall of Fame executive committee, the National Park Advisory Board and the Freedoms Foundation. In 1998, he was named Kentucky's Entrepreneur of the Year in Communications and received a lifetime achievement award from the National

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Association of Collegiate Marketers. He was elected to the University Of Kentucky Distinguished Alumni Hall Of Honor and the state of Kentucky's Athletic Hall of Fame in 2000. In 2001, Host received one of Kentucky's top civic awards, Kentuckian of the Year, by the Chandler Foundation. Additionally, he has been inducted into the Travel Industry of America's Hall of Leaders and the National Tourism Foundation Hall of Fame and was awarded lifetime membership into the American Football Coaches Association. Host, raised in Ashland, Ky., is a 1961 graduate of the University of Kentucky, where he majored in radio and television and was a varsity baseball pitcher.

The newly formed Commerce Cabinet is comprised of the following organizational units: Department of Travel, Department of Parks, Department of Fish and Wildlife Resources, Kentucky Horse Park Commission, State Fair Board, Office of Administrative Services, Office of General Counsel, Tourism Development Finance Authority, Kentucky Arts Council, Kentucky Historical Society, Kentucky Center for the Arts, Kentucky Artisan Center at Berea, Kentucky Craft Marketing Program, Governor's School for the Arts, Kentucky African-American Heritage Commission, Commission on Small Business Advocacy and Kentucky Council and Office of Coal Marketing and Export.

## Bob Gable Appointed as New Kentucky Arts Council Chair

This past February, Governor Ernie Fletcher made three new appointments and reinstated one to remain on the governing board consisting of 16 members from across the commonwealth. Robert E. (Bob) Gable has been designated as chair and joins Somerset Community College president Dr. Jo G. Marshall and northern Kentucky attorney Gregory S. Shumate for first terms on the board. Dr. Everett McCorvey, Professor of Voice and Director of Opera at the University of Kentucky has been re-appointed for a four-year term and will serve as vice-chair.



*Bob Gable, new Kentucky Arts Council Chair*

Gable comes to the Arts Council with a wealth of experience in the business, public and arts arenas. He has been a CEO, director or other officer for all of his adult life of the family-owned Stearns Company, Ltd., based in Lexington. During the Louie B. Nunn administration, Gable was commissioner for the Kentucky Department of Parks and has been the Republican candidate for U.S. Senate and Governor. He served as the Republican State Chairman from 1986-92 and was a member of the Republican National Committee.

Gable's background in the arts is impressive. He comes to the Arts Council, having served on the board of trustees of the Kentucky Opera for 21 years, a founding member and director of the Lexington Arts and Cultural Council, and former director of the Headley-Whitney Museum in Lexington. Other Kentucky organizations Mr. and Mrs. Gable have actively supported include Actors' Theatre of Louisville, Louisville Ballet, the Speed Museum, Lexington Philharmonic and the Frankfort Arts Foundation.

In 1992, President George H. W. Bush appointed Gable to the President's Advisory Committee for the Arts of the John F. Kennedy Center for the Performing Arts in Washington, DC. Subsequently, Mr. Gable became a founding member of a new Kennedy Center group, the National Committee for the Performing Arts, serving as its President from 1993 to 1997; he remains a member of its Executive Committee.

The authority of the Kentucky Arts Council is vested in a volunteer citizen board of 16 members appointed to four-year rotating terms by the Governor. Council members meet regularly in sessions open to the public to set policy and approve expenditures. Current board members are Robert E. Gable, Chair, Frankfort; Everett D. McCorvey, Vice-Chair, Lexington; Stephanie C. Bateman, Louisville; Thomas H. Bonny, Irvine; Nancy S. Cooper, Ft. Thomas; Mary Michael Corbett, Louisville; Paul E. Fourshee, Cadiz; Charles R. Manchester, Paducah; Larry May, Benham; Jo G. Marshall, Somerset; Ann Duggins Schell, Louisville; Pamela Papka Sexton, Lexington; Gregory S. Shumate, Fort Mitchell, Kathleen Smith, Louisville; Janrose Tunnell, Richmond and Roanne H. Victor, Louisville.

Many thanks to Suzanne Rutledge, Jennifer Maddux, and Jean



Yewell, who have served the past four years with dedication and diligence and have given so freely of their time to ensure that the arts work for Kentucky.

## Technical Assistance Master Plan: Your Calendar of Opportunity

The Kentucky Arts Council is proud to unveil the Technical Assistance Master Plan, a calendar consisting of all KAC sponsored workshops and technical assistance programs being offered across the state over the next year. In addition to regional meetings and technical assistance workshops offered by the Kentucky Craft Marketing Program, this year's line-up will include accessibility issues, marketing and promotion, Business 101, advocating for and value of the arts, partnerships and relationship building, Kentucky Arts Council Grant opportunities, as well as general grantwriting workshops.

Our objective is to make our technical assistance opportunities as accessible and convenient as possible to the people of Kentucky. Most of the workshops will be offered multiple times and in each region of the state with the hope that advance knowledge and location will encourage everyone to participate and take advantage of these important opportunities.

To receive a copy of the calendar, please call the KAC at (502) 564-3757 or Toll Free at (888) 833-2787, or check out [Hot Dates](#).

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## ARTS IN EDUCATION

### Specialized Artist Residency Programs Available to Teachers in Pre-School and Alternative School Settings

Many teachers throughout the commonwealth have yet to learn about two of the Kentucky Arts Council's newer grant programs, according to John Benjamin, Arts Education Program Director.

"With all that our Kentucky teachers have on their plates, it's difficult to get the word to everyone about some of our special programs," Benjamin says. "Since our YCIP and ArtsStart! grants are relatively new and unfamiliar, they are my least competitive programs because we receive far fewer applications for them."

Based on the more familiar Teacher Initiated Program (TIP), ArtsStart! and Youth Center Initiated Program (YCIP) are both residencies that place professional artists from all disciplines into early childhood education facilities and youth correctional facilities or alternative schools.



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The ArtsStart! program was designed to fill a gap the Arts Council recognized some time ago, the need for an arts program specifically for pre-school children. It enables the director or staff of an early childcare/pre-school



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facility to implement an artist residency in the facility by bringing professional artists in for 20 or 40 sessions to

demonstrate their art forms and share their creativity.

Residencies may focus on any artistic discipline and must involve children, directors and staff directly in the creative process. The residency must include a special event or activity that includes parental participation. View the [guidelines and application form](#).

The fact that the arts can change lives and have been particularly effective with at-risk youth gave strong impetus to the development of our Youth Center Initiated Program (YCIP). This program is available to correctional facilities and alternative schools and enables them to design and

implement residencies through collaboration between staff and teachers and practicing, professional artists. The goal is to provide youth with alternative means of expression and different pathways to learning through the arts. This is accomplished by involving students directly in the creative process with artists who make art as a profession. View the [guidelines and application form](#).

A particularly appealing aspect of both YCIP and ArtsStart! is the fact that neither has a calendar deadline for applications. Instead, applications are due 30 or more days before the residency is to begin. This allows for ample planning time for the

*Arts Council roster artist musician Mitch Barrett shares his music and Appalachian culture as he teaches music to preschoolers as part of the ArtStart! program.*



*Students explore dance and music along with the visual arts involved in mask making.*

facility and the artist as well as enabling the staff time to work with the sponsor to correct any shortcomings in their application before it goes to panel.

For more information on these and other Kentucky Arts Council education programs, visit the [Arts Education section](#) of the KAC website.

## **Faubush 2004: Design Your Own Professional Development**

Native American storytelling, West African art, Asian music, Latin American dance... the diversity of cultural arts included in Kentucky's Core Content for the Arts and Humanities is exciting - and more than a little intimidating. It is hard for teachers to find authentic arts activities that truly reflect the values and traditions of so many different cultures. Until now.

This summer the Kentucky Arts Council is proud to introduce a professional development opportunity for Arts and Humanities teachers, arts specialists, social studies teachers, classroom generalists, special education teachers, language arts teachers, library media specialists, parent coordinators, FRYSC directors - any educator interested in teaching about the arts through culture and cultures through the arts. Teachers will be immersed in hands-on cultural arts experiences interspersed with information about how to engage students in writing about arts and culture, how to develop open response questions, and how to access arts resources and grants. The activities will be led by professional artists who have worked in school settings through the KAC Artist in Residence and Teacher Initiated Projects.

Best of all, teachers will be able to select from a smorgasbord of sessions to design their own professional development experience. Only interested in music? Then take four sessions of music from different cultures. Want to experience folk and Appalachian culture through different art forms? Combine sessions on Appalachian folk dance, music, storytelling and quilting. Or pick and choose to suit yourself. Each session will include a writing activity and discussion of the relevant Core Content and Open Response questions.



Sound good? There's more! The seminar will take place Sunday evening, July 18th through Tuesday evening, July 20th at the Kentucky Leadership Center in Faubush. Optional evening activities include nature walks, a bonfire on the shores of Lake Cumberland and free entertainment provided by some of Kentucky's finest artists.

The fee for participation in this program is \$180.00. This fee includes lodging, meals, snacks, and resource materials as well as the PD sessions.

More information will be forthcoming via **ARTS Ed ONLINE**, the Arts Council's free subscriber-based electronic bulletin sent over the Internet to connect educators in Kentucky with opportunities for lifelong learning in the arts and through the arts. If you are not currently receiving **ARTS ED ONLINE**, but would like to subscribe, please go to <http://www.kyarts.org/forms/mailqst.htm>, fill out the Target Mail Request form and select Education News in the Electronic Mailing Lists section.

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## CRAFT MARKETING NEWS

## Get Ready for KCMP's JURY SESSION 2004

Kentucky craftspeople interested in expanding their business and marketing on a professional scale are encouraged to enter their work in the annual Kentucky Craft Marketing Program jury session, scheduled for June 7 - 11, 2004. Applications for this year's jury session will be available in April.

There are many advantages to becoming a part of the Kentucky Craft Marketing Program. Applicants whose entries are accepted will be eligible to exhibit at Kentucky Crafted: The Market, take advantage of cooperative advertising, display the Kentucky Crafted logo on their work, and will gain access to Internet representation, product development programs through the Kentucky Collection and many other state craft initiatives.

Craftspeople who would like to participate must mail or hand deliver five samples to arrive in Frankfort by Wednesday, June 2. Samples should be mailed to the Kentucky Craft Marketing Program, Attn: Jury, 300 W. Broadway, Frankfort, KY 40601. Samples that are hand delivered must be delivered Monday, June 7 to the Farnham Dudgeon Civic Center, 405 Mero Street, Frankfort, between 9am and 3:30pm. Jurying is done with samples only; slide entries are no longer accepted. There is a \$20 application fee. The KCMP jury is made up of seven craft professionals, three from out-of-state and four from Kentucky.

For additional information, contact Charla Reed at 502/564-3757 or toll free 888/592-7238(KY CRAFT), ext. 4815, or by [e-mail](#).

Visit the [KCMP Web site](#) in April to access the application.

## "Getting It Made In Kentucky" is focus of



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## Kentucky Craft Marketing Program

During the month of January, nearly 100 of Kentucky's craft, visual art and food businesses took advantage of two educational workshops designed to help them target and produce products for specific markets. The Kentucky Craft Marketing Program (KCMP) has been working with marketing consultants and production experts and conducting research in order to provide valuable information about the marketplace to its constituency.

"The World of Corporate Buying," held in Frankfort on January 21, 2004, provided information to participants about corporate expectations for client and promotional gifts. Jen Meade, a Louisville consultant, translated her experience working with New York designers and corporate clients into an informative presentation of "do's and don'ts" for doing business with corporate buyers. KCMP juried members Ken Gastineau (Gastineau Jewelry), Terry Fields (Berea College Crafts) and Bart Anderson (Southern Delights) also shared their personal experiences in delivering corporate gifts.

Another workshop, "Inspire the Desire", was held on January 23 in Berea. This workshop was the third of a series of four workshops that are being coordinated with the Kentucky Guild of Artists and Craftsmen and the KCMP. The fourth workshop will be held in the spring, 2004, in northern Kentucky. Similar workshops were held in Paducah and Prestonsburg last year.

"We are trying to help our craft businesses think about why their customers purchase their work and how to identify those customers," said Nancy Atcher, Product Development Coordinator.

As part of KCMP's focus on generating new buyers for Kentucky Crafted products, selected corporate buyers will receive a letter of invitation to attend Kentucky Crafted: The Market, 2004, February 26 - 29 at the Kentucky Fair and Exposition Center, South Wing A, Louisville. On the first two days of The Market (Trade Days) retail representatives from state park gift shops, galleries, bookstores, craft shops, museum shops, department stores, as well as interior designers and those in the jewelry, gardening, home furnishing and other industries attend and

place orders with exhibitors. New corporate buyers attending The Market will help to expand opportunities for Kentucky artisans.

The KCMP also announced the next class of the Platinum 10 project, a hands-on training program for craftspeople and visual artists in product development. The new class of participants include: Jamie Taylor, Abby Glen Designs (Louisville); Mary and Robin Reed, Appalachian Crafts (Irvine); Liz Davis, Country by Liz (Dundee); Cynthia Carr, Crosswinds Pottery (Harrodsburg); Gail Cohen, Gail Cohen Designs (Lexington); Bob Diehl, Heirloom Ornaments (Louisville); Karen Scates, Karen's Minatures (Woodburn); Pat Banks, Pat Banks Watercolor (Richmond); Martha and Greg Richard, Weaver's Corner (Boston) and Carol Shutt, Wildwood Creations (Hillsboro).

This group follows the work of the first ten participants that laid important groundwork for the program, which includes individualized market research, analysis of production capabilities, and ultimately, the introduction of a new product into a national marketplace.

For more information, please contact Nancy Atcher, Product Development Coordinator, at the KCMP office, 888-592-7238, ext. 4816. Or, visit [www.kycraft.ky.gov](http://www.kycraft.ky.gov)

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*Thumbpicking Master Steve Rector and apprentice Krystal Miller play together during a practice session at the Rector home in Greenville, Kentucky, 2003. The guitarists are current recipients of the Folk and Traditional Arts Apprenticeship Grant Program. Photo by Brent Bjorkman*



## The Community Scholars Program

Since its beginning as a local documentation pilot project in 2001, the Kentucky Community Scholars Program has added many new regional trainings and is currently working on expanded educational materials for individuals interested in heritage preservation and presentation. Begun in rural Jackson County, word has spread quickly by way of cultural heritage/tourism connections and via local historical societies



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and arts councils. Since the first training, the Kentucky Folklife Program (KFP) has completed three subsequent training series where participants have used knowledge gained to work on specific community and neighborhood projects in both rural and urban settings. The fourth workshop series is scheduled to begin in March.

The Community Scholars Program of the Kentucky Arts Council is a partnership between the Kentucky Folklife Program, the Folk Studies Graduate Program of WKU and communities across the state. It is a training program built on individual interests in areas such as



*Recent Community Scholar participants, Paintsville, Kentucky December 2003.  
Photo by Gabrielle Beasley*

documentation and promotion of community culture, folklife and traditional arts. Most often these 6-month regional workshops meet once a month (a timeframe created by the students to fit their schedules). Over the course of the six month sessions these workshops concentrate on a variety of practical skills as well as folklife theory, including: folklife documentation techniques, ethics of working with communities, research methods, presentation of cultural resources, grant writing and project development. The elements of core curriculum training, in each instance, continue to be adapted to meet the needs of specific communities and project goals.

Since it's inception, community scholars in our program have most often been individuals working with heritage and cultural tourism, educators interested in folklife-in-the-classroom projects, and local cultural organizations (museums, arts councils, places of worship).

Examples of projects initiated by recent students include:

- A state-wide traveling exhibit on Family Folklore of Jackson County
- A cultural heritage festival website for Eastern Kentucky
- Presentations of artists from five Eastern Kentucky communities at the Kentucky Folklife Festival
- Cultural interpretive panels centering on elements of distinct historical neighborhoods in the Covington/Northern Kentucky area

Following their training these Community Scholars become part of a community scholars' network that reaches across the state, promoting and advocating traditional arts and culture and sharing cultural resources with teachers, students and communities. In addition, certain scholars along designated cultural heritage corridors have been putting into practice their folklife knowledge as they coordinate their efforts with tourist groups for which there has been a regional economic push. Recently the Southern and Eastern Kentucky Tourism Development Association (SEKTDA) has embraced our folklife education mission and has assisted as a financial partner helping to make possible two Community Scholars Programs, recent classes in Paintsville and classes soon to begin in Hazard (the Elk Country Corridor).

### *Community Scholars and Technology*

With the ongoing assistance of regional site facilitators (initially part of previous Community Scholars classes) the KFP continues on the path of fine-tuning these workshops to include an exciting addition. Currently, all our partners, (facilitators and KFP/WKU staff) are joining together to coordinate a web-based interactive component set up to assist scholars with ongoing folklife questions throughout the month-long period between site sessions. In conjunction with the newly-forming Kentucky FolkWeb (the partnership between the KFP and WKU) and the distance learning faculty at Western's Technology Department, the Community Scholars Program is designing several learning aids for workshop students beginning with the new classes beginning in March in Hazard. The idea is to create an electronic bulletin board where not only current scholars but those already having gone through the program can enter to ask questions about any number of folklife related issues. Also envisioned is an area of the Kentucky FolkWeb where fieldwork scenarios,

genre-based readings and "best practice examples" can be shared with one another to help both current and past students with their ongoing regional works in progress.

## **Mammoth Cave Basketmakers at This Year's Kentucky Crafted: The Market**

For generations, the basketmaking traditions of South Central Kentucky have remained a source of regional pride and sustainability for many area families. At this year's Kentucky Crafted: The Market 2004 (hosted by KFP sister organization the Kentucky Craft Marketing Program) the Kentucky Folklife Program presented a look at the Mammoth Cave Basketmakers Guild. As part of the featured demonstration area the KFP presented several traditional artists working in this community-based craft today. On Thursday and Friday (February 26th and 27th) Market visitors learned about Kentucky baskets by viewing the newly created traveling exhibit that emphasizes materials and the working process of this folk art form. On Saturday and Sunday (February 28th and 29th) several members of the newly formed Mammoth Cave Basketmakers Guild were on hand to demonstrate their construction techniques using regional materials and locally learned skills. For further information about this Kentucky basket tradition or to learn more about the Mammoth Cave Basketmakers' Guild visit their [website](#).

## **Folk and Traditional Arts Apprenticeship Program**

The Folklife Program's Folk and Traditional Arts Apprenticeship Program is currently funding four master/apprenticeship grants for the year 2003/2004. This year's recipients include South Central White Oak Basketmaker Leona Waddell and her apprentice Charlene Long, Old Time/Bluegrass Fiddler Art Stamper and apprentice Sheila Nichols, Clawhammer Banjo Player Russ Childress and apprentice David Whitacre, and Western Kentucky Thumbpicker Steve Rector and his apprentice Krystal Miller. Aside from their lesson time together these artists also joined forces to present the public their work together at last fall's Kentucky Folklife Festival in Frankfort.

## **Folk Arts Granting Deadline - March 31st**



The Kentucky Folklife Program, as a public service to its constituents, continues to offer assistance as your grant writing takes shape prior to the March 31st deadline. We want you to become successful applicants and welcome dialogue about your project ideas prior to submission. If you have a good community-centered idea for a folk art project grant please contact any of us on staff either via phone or e-mail to talk about it. Good luck to all applicants.

**Kentucky Folklife Program Staff:**

Call toll free: 1-888-833-2787 or e-mail:

Director [Bob Gates](#)

Folklife Specialist [Brent Bjorkman](#)

Folklife Specialist [Mark Brown](#)

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## Resources and Reports

### Numbers of Cultural Tourists Growing Nationwide

A growing number of visitors are becoming special-interest travelers who rank the arts, heritage and/or other cultural activities as one of the top five reasons for traveling. These visitors are known as cultural tourists. Since 1998, the [Travel Industry Association of America](#) (TIA) and [Partners in Tourism](#) have collaborated on research that illuminates the scope of this demographic trend in travel. The fact sheet below summarizes key findings in the latest report by TIA and Smithsonian Magazine, *The Historic/Cultural Traveler*, 2003 Edition.

#### How many cultural tourists are there?

Nearly 118.1 million Americans say they included at least one of fifteen arts, humanities, historic or heritage activities or events while traveling in 2002. This equates to more than half of the U.S. adult population (56%). One quarter of these cultural travelers take three or more of these trips per year. In fact, historic/cultural travel volume is up 13 percent from 1996, increasing from 192.4 million person-trips to 216.8 million person-trips in 2002.

#### What do we mean by cultural heritage tourism?

Cultural heritage tourism is based on the mosaic of places, traditions, art forms, celebrations and experiences that portray this nation and its people, reflecting the diversity and character of the United States. Travelers who engage in cultural tourism activities visit the following:

- art galleries, theater and museums
- historic sites, communities or landmarks
- cultural events, festivals and fairs
- ethnic communities and neighborhoods



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- architectural and archaeological treasures

Thirty percent or 35.3 million adults say that a specific arts, cultural or heritage event or activity influenced their choice of destination. In fact, many travelers will extend their stay because of an arts, cultural or heritage event or activity.

### **Who are the cultural travelers?**

Most cultural travelers want to enrich their lives with new travel experiences. This is particularly true among those aged 18-34, 75 percent of whom agreed that trips where they can learn something new are more memorable to them.

- The demographic profile of the cultural heritage travel segment today is younger, wealthier, more educated and more technologically savvy when compared to those surveyed in 1996.
- Generation X and Y'ers (ages 18-34) are more apt than Matures aged 55+ to agree that trips where they can learn something new are more memorable to them (75% vs. 63%).
- Households headed by Baby Boomers (ages 35-54) are most likely (41%) to participate in these activities.

### **How do cultural travelers compare to all U.S. travelers?**

Eighty-one percent of the 146.4 million U.S. adults who took a trip of 50 miles or more away from home in the past year can be considered cultural tourists. Given this large volume of travelers, cultural/heritage tourism generates millions of dollars for destination communities in spending on shopping, food, lodging and other expenses. This can be attributed in part to the fact that cultural/heritage trips are likely to last seven nights or longer. In a nutshell, cultural tourists compared to the average U.S. traveler

- Spend more: \$623 vs. \$457
- Are older: 49 vs. 47
- Are more likely to be retired - 20 percent vs. 16 percent
- Are more likely to have a graduate degree: 21 percent vs. 19 percent
- Use a hotel, motel or B&B - 62 percent vs. 55 percent
- Are more likely to spend \$1,000+/-: 19 percent vs. 12 percent

- Travel longer: 5.2 nights vs. 3.4 nights
- Travel by air: 19 percent vs. 16 percent

**Sources:** *Travel Industry Association of America TravelScope survey 2003; The Historic/Cultural Traveler, 2003 Edition, TIA and Smithsonian Magazine.*

## Southern Arts Federation Grant Programs Offer Unique Opportunities for Kentucky Arts Organizations

The [Southern Arts Federation](#)



(SAF) is a not-for-profit regional arts organization that has been making a positive difference in the arts throughout the South since 1975. SAF creates partnerships and collaborations; assists in the professional development of artists, arts organizations and arts professionals; presents, promotes and produces Southern arts and cultural programming; and advocates for the arts and art education. The organization works in partnership with the state arts agencies of Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina and Tennessee, and serves arts organizations in these nine states.

Because of its regional focus, SAF provides important resources and opportunities for Kentucky arts organizations. In addition, preference will be given to applications from arts organizations in congressional districts considered by SAF to be underserved. In Kentucky, this applies to organizations in the 3rd and 6th Congressional Districts.

SAF grant programs include their Technical Assistance grants, which strive to strengthen Southern non-profit presenting organizations by providing opportunities for contracting with outside consultants. Other SAF grants are aimed at specific touring and presenting opportunities. Meet The Composer/South provides presenters with financial assistance to sponsor a composer. The Southern Fast Track Touring program offers organizations the opportunity to receive fee support to present performing artists from outside their states. Pennsylvania Artists in the South is a grant subsidy program for performing arts



presenters in SAF's nine-state region who agree to present selected Pennsylvania artists in their season. The selected artists for the 2004-2005 season include OLIVE, Charlotte Blake Alston, and the Cashore Marionettes. The NEA/SAF Regional Touring program promotes regional touring, block-booking collaborations, and community-based residencies that connect performing artists to constituents in southern communities.

For a complete description of SAF Grant Programs, deadlines and applications, visit <http://southarts.org/GrantOpportunities.htm>.

The following criteria apply to all SAF grant programs:

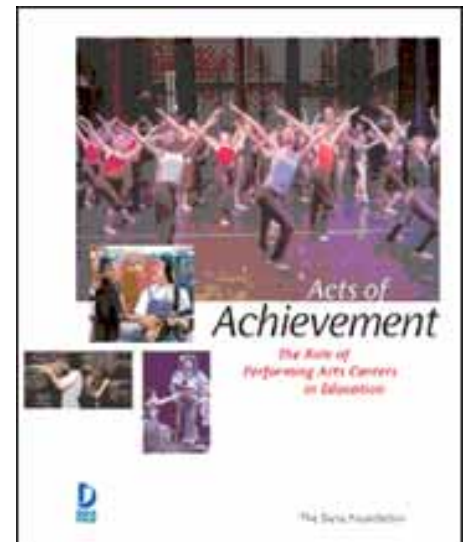
- All grant awards require a dollar-for-dollar match. This match may include in-kind contributions of no more than 20%.
- Touring support is awarded to theatre, music, opera, musical theatre, literary and dance projects that contain both a performance and an educational component.
- Eligible applicants include performing arts centers, local arts councils, museums, universities, schools, libraries, festivals and other non-profit or government entities with venues for performance and residency activities by touring artists and composers.
- Applicants may apply for support up to 50% of the artist's fee.
- Generally, each applicant organization can receive no more than \$15,000 per SAF fiscal year.
- Recipients of SAF grant funds are required to provide accessibility to special needs constituents at grant-funded events. The National Endowment for the Arts has provided a new resource to assist you in making accommodations. The Design for Accessibility Handbook is now available in a downloadable format on the [Endowment's website](#). If you have additional questions, please contact Teresa Hollingsworth, ADA coordinator for the SAF, at (404) 874-7244 extension 14 or [thollingsworth@southarts.org](mailto:thollingsworth@southarts.org).

For further information on any of SAF's grant programs, contact Nikki Tucker at (404) 874-7244 extension 16 or [ntucker@southarts.org](mailto:ntucker@southarts.org).

All SAF grant publications are available in alternate formats upon request. For assistance, contact Nikki Tucker, Grants Manager at (404) 874-7244 ext. 16 or [ntucker@southarts.org](mailto:ntucker@southarts.org).

## Two Kentucky Performing Arts Centers Featured in National Study on Roles of Arts Centers in Education

Glema Mahr Center for the Arts (Madisonville) and RiverPark Center (Owensboro) have been showcased in the first study of K-12 education programs offered by performing arts centers. Nationwide, 74 performing art center institutions, large and small, partnering with their local schools are featured in 168-page publication. *Acts of Achievement: The Role of Performing Art Centers in Education* published by Dana Press.



*Acts of Achievement: The Role of Performing Art Centers in Education published by Dana Press.*

Performing arts centers, many for the first time, are expanding their missions to provide arts education for nearby schools, at the request of their communities. In many cases, artist residencies and other educational outreach projects represent the only arts programs available in schools.

The essay "[Artists Residencies: Evolving Educational Experiences](#)," a key component in the book, outlines the development of school residencies and offers four checklists for arts organization coordinators, artists, teachers, and school coordinators planning to develop residencies. The essay provides guidance for developing and improving school residencies.

*Acts of Achievement* is available free by written request on institutional letterhead. Please make certain your request contains a complete telephone number-including area code-and

a full street address. (We cannot ship to P.O. Boxes). Requests should be mailed or faxed to:

**Dana Press**

Attn: David Balog  
745 Fifth Avenue, Suite 900  
New York, NY 10151  
Fax: (212) 317-8721

You may also e-mail your request to: [dbalog@dana.org](mailto:dbalog@dana.org). Please include your institutional and mailing information.

## **Announcing a New Web Resource for Performing Artists: GoTour.org**

GoTour <http://www.gotour.org> is an interactive, community-oriented website, free of charge, which promotes information exchange between performing artists, arts administrators, venues and audiences. GoTour offers independent artists comprehensive information on how to take their show on the road, including:

Venue listings from major halls to "under-the-radar," alternative spaces

Advice from artists, arts professionals and presenters on touring

Listings of production resources, teaching opportunities and artist hang-out spots

Free classified section for artists to promote performances and find collaborators

Bulletin board where artists can voice opinions and thoughts, problems and solutions

With over 200 artist interviews, 500 venue profiles, and more than 1,000 local resources, GoTour is an essential networking tool which is continually expanding with input from site visitors.

GoTour [www.gotour.org](http://www.gotour.org) is a project of The Field , a New York City-based non-profit arts organization serving independent

performing artists since 1986. Funding for GoTour has been provided by the National Endowment for the Arts, The Andrew W. Mellon Foundation, Con Edison, The J.P. Morgan Chase Foundation, Robert Sterling Clark Foundation, and individual contributors.

## See America Bookmark Campaign

The Travel Industry Association of America (TIA) is once again offering organizations four-color See America-branded bookmarks as part of the national marketing campaign to publicize See America's National Parks Week, April 19-25, 2004. The bookmarks can be customized with special messages about travel and tourism, and distributed to the public for free during the celebration. Cultural organizations are encouraged to include their own messages about cultural heritage tourism. The bookmarks offer arts, humanities, heritage and other cultural organizations an affordable way to participate in the campaign, and an opportunity to be recognized for their part in making their communities tourism destinations. The deadline for ordering bookmarks is March 12, 2004. For more information and an order form, go to [TIA's Web site](#).



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## Message from the Director



As most of you know by now, the Kentucky Arts Council has been assigned administratively to the Commerce Cabinet. Our Cabinet Secretary is W. James Host. Other agencies in the Commerce Cabinet include Tourism, Travel, Parks, Fish and Wildlife, the Artisan Center at Berea, the Kentucky Horse Park, the Fair Board and the Coal Council. In addition to the Arts Council, other cultural agencies are

Heritage, History, the Kentucky Center and the Governors School for the Arts. We welcome this opportunity to expand our partnership opportunities and expect to find new and different ways to collaborate on projects that are of mutual interest.

I hope that you will not delay in making necessary changes in your printed materials and Web sites to reflect this change. We are asking all grantees to remove the Kentucky Arts Council logo. Our Cabinet will be designing a new brand for use by all agencies in the future.

At this writing, our budget has just been submitted to the General Assembly as part of the Governor's budget. It is a flatline budget that reflects two recent reductions totaling approximately \$325,000. Overall, with budget reductions of the past two years, the Arts Council's budget is down about 17%. The Arts Council has been asked to do its part in balancing our state budget, at the same rate of reduction as other agencies. We are grateful that the Governor and the current administration recognizes the importance of the Arts Council's role in economic development, arts education and the growth and vitality of local communities.

The Arts Council staff and board are determined to continue the important work of the Council in delivering the arts to the people



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of our state through the help of the many excellent artists and arts organizations whose partnerships are invaluable. A smaller budget will force us to be flexible, innovative and more strategic in the use of funds. You can expect new and exciting partnerships that will offer expanded marketing opportunities and create more work for artists and arts groups.

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## Quotable Quote

"President Bush and I want every child to be excited about the arts."

--Laura Bush

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